

Pentagon Channel Stats

Military Distribution

Facilities On Air: 367
U.S. Military Population: 1,382,746
AFRTS Worldwide:
800,000; 175 Countries

Commercial Distribution

Total Commercial Carriage:
Over 14 million households via cable,
satellite, telco video services, IPTV,
and local access channels

Web Distribution

Over 8 million
Podcast feed requests

Pentagon Channel Welcomes

New Military Facilities

- Davis-Monthan AFB, AZ
- 175th WING, ANG, MD
- Forbes Field, KS
- JFHQ - National Guard, MI
- US CENTCOM, FL

Contact Us

Programming

james.langdon@pentagonchannel.mil

Distribution

Michael Winneker
michael.winneker@pentagonchannel.mil

News Desk

newsdesk@pentagonchannel.mil

Customer Service

Toll free 866.854.3804 or
info@pentagonchannel.mil

America Supports You: Freedom Walk

The Pentagon Channel provided live coverage of the 4th Annual America Supports You Freedom Walk on Sunday, September 7, 2008. Walkers gathered at the Women in Military Service for America Memorial at the entrance to Arlington National Cemetery, and proceeded to the crash site at the Pentagon.



Deputy Defense Secretary Gordon R. England told the crowd that the walk not only commemorates the attacks on America that occurred seven years ago, but also represents a day for Americans to commit themselves to the preservation of freedom. "That day we lost 3,000 people of 60 nationalities," England said. "I've concluded that we lost 3,000 people that day because the terrorists did not know how to kill 30,000 or 300,000 or 3 million, but they would have if they could have, and they are still [trying]."

"We wake up as a free people every morning, and that's not by accident, and that's not by chance," he continued. "We wake up free every morning because great Americans who put on the uniform of our country for 230 some years have gone forward to protect and defend those freedoms." England thanked service members who protect and defend American liberty, and praised the sacrifices made by their families.



The America Supports You Freedom Walk ended with a special concert by the Oak Ridge Boys.

From Moron, Spain to Enid, Okla., Americans walked to remember victims of Sept. 11, 2001 and honor first responders and veterans, past and present, through America Supports You Freedom Walks. The largest, the National America Supports You Freedom Walk, took place in Washington, D.C. Since the first America Supports You Freedom Walk in 2005, the event's national significance has continued to grow. What began as one walk in Washington, D.C. in 2005 has grown to over 200 walks in all 50 states for 2008.

"The America Supports You Freedom Walk is a unique opportunity for citizens from across the country to come together and reflect on the lives lost on September 11th and honor the sacrifices of our veterans past and present," said Brian Natwick, General Manager of the Pentagon Channel.

America Supports You is a Department of Defense program dedicated to connecting members of the U.S. Armed Forces and their families with individuals, groups, and businesses who want to support and encourage our military men and women. Find out more on the America Supports You Web site, www.AmericaSupportsYou.mil.

When Hurricanes Strike

The Defense Media Activity Proves it's Prepared to Weather the Storm

When Hurricane Gustav crashed into the Louisiana coast on September 1, 2008, a nervous nation watched and local residents braced themselves for impact. Two weeks later, Hurricane Ike came barreling towards the United States, pounding the Texas coast with heavy wind and rain. The storms damaged levees, flooded cities and prompted thousands of evacuations. But it was Mother Nature's one-two punch that also set the stage for our first Defense Media Activity (DMA) success story.



SSgt Alisha Rose, right, sets up the Norsat satellite dish with help of an Air Force Tech Sergeant.

When word of the hurricanes first hit the airwaves, teamwork became the name of the game; and our DMA team took Gustav and Ike by storm. Air Force News Agency immediately deployed broadcast teams and engineers to the country's most affected areas, Navy teams were at the ready to support if needed and The Pentagon Channel sent its own crew of broadcasters to help cover the situation on the ground. MC1 Liz Murray and SGT Ted Macdonald each brought us live reports from Louisiana and Texas, respectively, with support from Satellite Uplink Coordinator, SSgt Alisha Rose, Engineer, Sgt Steve Wade and Senior News Producer, Karen Nowowieski.

"The Defense Department news coverage of Hurricanes Gustav and Ike was successful because of lessons learned from Hurricane Katrina," says NCOIC of the Air Force News Assignment Desk, MSgt Eric Grill. "The Joint Assignment Desk communication today allows for planning and execution to have the right resources already in place at the right time." In this case, the "right time" meant before the hurricanes ever made landfall. By planning ahead and working together, we were able to get our teams in place to cover not only post-hurricane response efforts, but pre-hurricane preparations, and evacuations, as well.

Director of News and Content for The Pentagon Channel, Gene Brink says "it was fascinating to watch our extensive DMA planning come together to successfully tell the story of our men and women in uniform, supporting the rescue and recovery efforts along the Gulf coast." But he says the success of this joint DMA venture would not have been possible if it weren't for the contributions of several external organizations who displayed a true commitment to our group effort. US Northern Command, US Army North and the 149th Mobile Public Affairs Detachment provided up to the minute information about the storms' impact on local communities. The National Guard and the Coast Guard worked round-the-clock to produce stories on local response efforts as well as search and rescue operations; and Combat Camera teams provided us with imagery of ongoing operations in the wake of the hurricanes. "It was exciting to see the DMA build

and coordinate teams of assets from across the country and deploy on such short notice to the projected impact areas," says Mr. Brink. "Surely this is a positive sign for the DMA as we look toward the future with continued support from other military media agencies."

By working together, the DMA was able to produce hourly updates for The Pentagon Channel seven days a week, featuring live reports from the storm sites and surrounding communities. This outstanding show of support and hard work only goes to prove what we already know: that our commitment, not only to our audience, but to our new DMA team is anything but fair-weather.



We found MC1 Murray in a closet, hunched down with a camera, mic and her handwritten story as she added voice to her news package.

Know Your Anchors



NAME:
MC2 Jay Mann

YEARS OF SERVICE:
14

HOMETOWN:
Enterprise, AL

MOST REWARDING JOB ASPECT:
Once, in Italy, a lady told me that her son was downrange and saw a story I did where I interviewed her. She was holding back tears when she told me her son called her and said it made his day to see his mom on TV. That's why I do what I do.

HOBBIES:
I have played drums for the last 25 years. I am learning the Bass Guitar right now.

GOALS:
I have written two books and would like to stop rewriting them and get them published.

BEST PLACE TO LIVE:
Jerome, AZ

ANCHOR YOU WOULD MOST LIKE TO MEET (WHY?): Morbo, from *Futurama*. He has a good delivery.

INTERESTING FACT ABOUT YOU THAT PEOPLE MAY NOT KNOW:
I can't whistle.

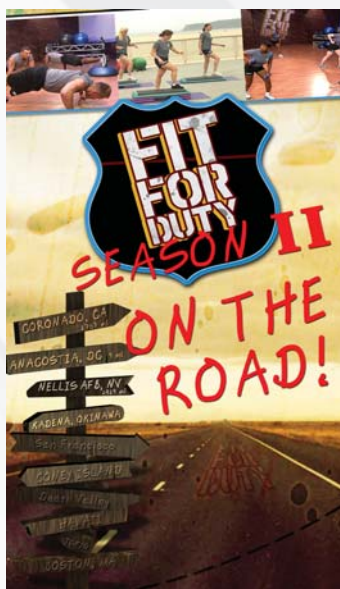
"No Holiday for Fitness"

The Pentagon Channel Kicks Off Fit for Duty Season 2 with Fitness Marathon

The Pentagon Channel started its "No Holiday for Fitness" campaign at midnight on Labor Day morning. "No Holiday For Fitness" consisted of a 24 hour, 48 episode marathon of the popular military lifestyle program Fit For Duty. The fitness routine lineup was sorted by exercise routine. Kicking the series off were various cardio workouts, followed by pilates and finally resistance training.

Following the marathon, on Sept 2nd, the much anticipated 2nd season of Fit For Duty launched. This time Fit For Duty laced up its running shoes and hit the road for some on location shooting. Locations this year include the Naval Media Center in Anacostia, DC; on the beaches at Naval Base Coronado, San Diego, CA; and inside

an aircraft hangar with the USAF Thunderbirds at Nellis AFB, NV. "It was truly a workout just getting everything coordinated and geared up to take this show on the road", said Producer Linda Dodich.



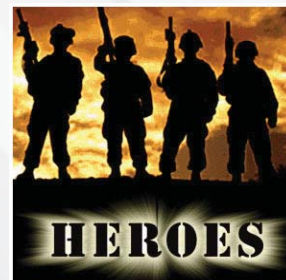
This season will also feature a new workout system designed by a US Navy SEAL called the TRX. The

TRX suspension strap system combines gravity and a person's body weight for a challenging strength building workout. "Fitness is as much a part of the military as the uniform," said retired Air Force Master Sgt. Jim Langdon, who serves as the Pentagon Channel's Director of Operations and Programming. "All the services go to great lengths to entice their troops to stay fit," Langdon said. "This season is more intense than last year. Be prepared to be in the best shape of your life."

New episodes of Fit For Duty can be seen daily on the Pentagon Channel at 6:30am, 11:30am, 7:00pm, & 10:30pm. As always you can work out to your favorite episodes on www.pentagonchannel.mil or via Podcast on the iTunes.

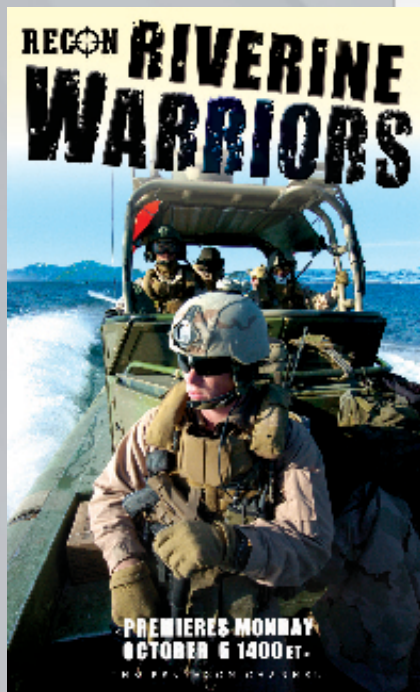
New Podcast Available: Heroes

"Heroes" is a new Pentagon Channel Podcast profiling men and women who've shown extraordinary courage or made exemplary contributions in the wars in Iraq and Afghanistan. The weekly audio podcast recounts the actions of servicemembers who have been awarded the Bronze Star or higher decorations. It will also tell the stories of people who've made major technical, strategic or humanitarian efforts. "Heroes" is available for download beginning each Wednesday on the podcast page at www.pentagonchannel.mil, or via the "government and organizations" podcast page on iTunes.



RECON: Riverine Warriors

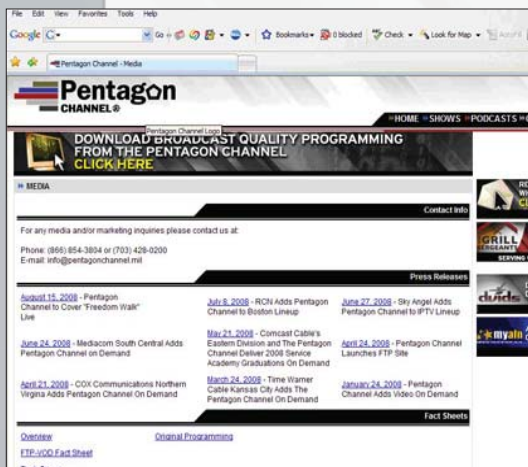
Premieres Monday, October 6 1400 ET



Big Guns and fast boats! Crews focused and ready to react in a split second. Their current mission: to patrol and secure the waterways in Iraq. It's the US Navy's answer to the global war on terror, Riverines. Producer Linda Dodich and videographer Steve Greisiger discovered that these specialized brownwater sailors have a vital job that may appear "pretty cool" to the outsider, but at the same time extremely dangerous. You won't want to miss Riverine Warriors.

PENTAGON CHANNEL MEDIA KIT PAGE

In an effort to provide media professionals easier access to Pentagon Channel information, the marketing department has released the Media Kit page. This page includes press releases, fact sheets, past editions of the Insider and downloadable graphics and posters. You can find this page at www.pentagonchannel.mil/media.



GRILL SEARGENTS: NEW SEASON

Whooh Weeee! Coming this fall, there's something new on *The Grill Sergeants*. Grill Sergeant, Brad Turner returns to the kitchen but this time inside the largest commissary in the world. The Pentagon Channel joined forces with the Defense Commissary Agency (DeCA) to travel to Naval Base, San Diego which features DeCA's newest commissary. Executive producer, Jim Langdon says DeCA was great in providing us support so we added a new feature to the show called the "Commissary Commando". DeCA nutrition specialist MAJ Karen Fauber, will provide tips to help the Commissary Commando choose healthier foods for more nutritious meals. But if you're more of a biscuits and gravy type eater, then you won't want to miss the face-off between the Army and Navy to find out whose breakfast SOS is better. Like we said, there's something new this fall on *The Grill Sergeants*!



PROMOTIONS

The Pentagon Channel is proud to recognize those moving up in rank and those moving to new posts. Congratulations to recent promotion recipients Mass Communications Specialist First Class (MC1) Kristina Moore and Sergeant First Class (SFC) Kerri James.

MOVE 'EM OUT

Sgt Brian Buckwalter of *This Week in the Pentagon* will deploy to Afghanistan later this month to take the place of Sgt Jeremy Ross as he returns to the newsdesk at Pentagon Channel headquarters.

INTERNAL COMMUNICATIONS & PUBLIC LIAISON



American Forces
Radio & Television Service
www.myafn.net

Pentagon
CHANNEL
www.pentagonchannel.mil



Official Department of Defense Website
DefenseLINK
www.dod.mil

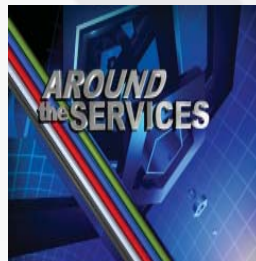


STARS AND STRIPES
www.estripes.com



The Pentagon Channel continues to lead the way with cutting edge programming and content delivery as the 24-hour media outlet of the DoD.

Around the Services



The Pentagon Channel deploys correspondents across the country and around the globe to bring servicemembers compelling stories from the unique perspective only military reporters can provide during this fast-paced, twice-daily newscast.

Fit For Duty



Fit for Duty takes viewers through a high-energy 30-minute workout led by servicemembers with expertise in fitness training. The show makes it simple to follow along and complete exercises demonstrated by the instructors. A military sports medicine physician also offers tips for preventing injuries and avoiding career-ending accidents during each episode of the show.

Grill Sergeants



The Pentagon channel is launching an exciting new military lifestyle program. This weekly, half-hour cooking show will feature some of the military's top chefs as they guide viewers through step-by-step menu preparation, along with important nutrition and food safety tips.

Recon



The Pentagon Channel's monthly half-hour newsmagazine tells fascinating true stories through the eyes of military servicemembers, their families, and people around the world whose lives have been touched by the work of men and women in uniform. From the liberation of Iraq, disaster relief around the world and here at home, the history of women in the military, and honoring the first Medal of Honor recipient of Operation Iraqi Freedom, Recon tells the story behind the story.

Briefings, Hearings, & Special Events



The Pentagon Channel continues its daily commitment to televise DoD briefings around the world, Congressional hearings on military matters and special events like Town Hall meetings. It's complete coverage, usually live as it happens, that servicemembers won't see anywhere else.

Pentagonchannel.mil



For all Pentagon Channel programming, upcoming special events, video on demand, useful links and much more, servicemembers around the world can log onto www.pentagonchannel.mil. This website is easy to navigate and fun to explore, 24/7.